WHAT IS CLAIMED IS:

1. An apparatus for insert molding, comprising:

an upper mold half;

a lower mold half for mating with said upper mold half to provide a molded part cavity therein;

at least one of said lower mold half and said upper mold half including:
an elevator opening;

an inwardly directed lip at a cavity side of said elevator opening; and an elevator mechanism including:

a lifter for supporting an insert to be secured to a molded article during a molding operation, and

a lifting arrangement for raising and lowering said lifter through said elevator opening such that a peripheral edge of the insert supported on said lifter is clamped between said lifter and said lip when said lifting arrangement moves said lifter adjacent said inwardly directed lip.

- 2. The apparatus according to claim 1, wherein said lifting arrangement includes:
- a base positioned outside a respective said mold half on a side opposite said molded part cavity; and
- a cylinder mounted to said base and including a movable piston rod connected with said lifter for raising and lowering said lifter.
- 3. The apparatus according to claim 2, wherein said base includes a recess for mounting said cylinder.
- 4. The apparatus according to claim 1, further comprising a retainer removably connected to said respective mold half within said elevator opening, said retainer including a dam flush with and removable from an inner wall defining said elevator opening, and said retainer further including said inwardly extending lip connected to an end of said dam.

- 5. The apparatus according to claim 4, wherein said retainer further includes an outwardly extending connector connected with an opposite end of said dam and removably secured to a surface of the respective mold half.
- 6. The apparatus according to claim 1, wherein said lifting arrangement includes:
- a first slide plate having a first inclined cam surface, said lifter being connected to said first slide plate;
- a second slide plate having a second inclined cam surface in contact with said first inclined cam surface: and
- a moving arrangement for sliding said second slide plate relative to said first slide plate in order to raise and lower said first slide plate and said lifter.
- The apparatus according to claim 1, which is adapted for molding shoe insoles and wherein:

said lower mold half includes:

- two lower mold cavities corresponding to left and right insoles to be molded;
- one said elevator opening in a lower portion of each said lower mold cavity; and
- one said inwardly directed lip at an upper portion of each said elevator opening;

said elevator mechanism includes two said lifters for supporting an insert in correspondence with each said lower mold cavity; and

said lifting arrangement raises and lowers said two lifters such that a peripheral edge of each insert supported on each said respective lifter is clamped between said lifter and the respective lip when said lifting arrangement raises said lifters.

8. A method for insert molding, comprising the steps of:

providing an upper mold half and a lower mold half for mating with said upper mold half to provide a molded part cavity therein, at least one of said lower mold half and said upper mold half including an elevator opening, and an inwardly directed lip at a cavity side of said elevator opening: supporting an insert to be secured to a molded article on a lifter positioned in said elevator opening during a molding operation;

moving said lifter such that a peripheral edge of the insert supported on said lifter is clamped between said lifter and said lip when said lifting arrangement moves said lifter adjacent said inwardly directed lip;

supplying a molding material to said cavity; and closing said mold halves until said article is formed.

9. The method according to claim 8, further comprising the steps of: opening said mold halves after said article has been formed; moving said lifter such that said peripheral edge of the insert supported on said lifter is no longer clamped between said lifter and said lip; and removing said formed article from said mold.

- 10. The method according to claim 8, further including the step of applying a barrier layer on said insert prior to supporting said insert on said lifter to prevent said molding material from penetrating through said insert.
- 11. The method according to claim 8, further comprising the step of maintaining the insert in a flat configuration while moving the lifter to clamp the insert and prior to closing said mold halves.
- 12. The method according to claim 11, wherein said step of maintaining includes the step of placing a support, having approximately the same shape as the insert, on the insert prior to raising the lifter in order to maintain the insert in a flat configuration during the clamping operation, and then removing the support prior to closing the mold halves together.
- 13. A molded article containing an insert and being produced by the method of claim 8.

14. An insole for use with footwear, comprising:

a first layer having a lower shallow recess and a first property selected from the group consisting of cushioning, hardness, density, resilience and color; and

an insert secured in said recess and being made of a material of a second said property which is different from said first said property, said insert having an upper surface secured to said first layer in said recess, and a peripheral portion of said upper surface being free and unsecured to said first layer in said recess.

- 15. The insole according to claim 14, wherein said first layer includes:
 - a forefoot portion extending at least to metatarsals of a foot;
 - a heel portion:
 - a mid portion connecting together said forefoot portion and said heel portion;
- an upper surface extending along said forefoot, mid and heel portions and on which a person stands; and
- a lower surface extending along said forefoot, mid and heel portions, said lower surface including said lower shallow recess.
- 16. The insole according to claim 14, wherein said insert has a barrier layer on an upper surface thereof to prevent a molding material from penetrating into said insert during a molding operation.